

Rep Order# 6844844 Ver# 4 Status Returned Traffic Order# Printed: 08/23/2012 10:23 AM 1 of 4

EC'd Yes Last Received: 08/22/2012 11:50 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) .APP SENATE  
Product APP-SENATE  
Estimate# 346  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //346  
Flight Dates 08/22/2012 - 08/28/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

AMERICANS FOR PROSPERITY-SENATE SC=\*

-- REMARKS --

SEE LINE 12,15

THX

NIKA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	7A-9A	TODAY SHOW	:30	\$2,000.00	08/23-08/24	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	2	TH-F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/23-08/24	6	1	6	\$1,200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	3	TH-F	12P-1P	NEWS AT NOON	:30	\$300.00	08/23-08/24	3	1	3	\$900.00	
				Buyline Comment: NEWS AT NOON								
	4	TH-F	6P-630P	6P NEWS/NBC NEWS	:30	\$2,000.00	08/23-08/24	3	1	3	\$6,000.00	
				Buyline Comment: 6P NEWS/NBC NEWS								
	5	TH-F	11P-1135P	11P NEWS	:30	\$2,000.00	08/23-08/24	2	1	2	\$4,000.00	
				Buyline Comment: 11P NEWS								
	6	TH-F	1135P-1235A	TONITE SHOW	:30	\$500.00	08/23-08/24	3	1	3	\$1,500.00	
				Buyline Comment: TONITE SHOW								
	7	F	10P-11P	DATELINE	:30	\$700.00	08/24-08/24	1	1	1	\$700.00	
				Buyline Comment: DATELINE								
	8	SA	6A-7A	6A NEWS	:30	\$500.00	08/25-08/25	1	1	1	\$500.00	
				Buyline Comment: 6A NEWS								



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Advertiser (    ) .AFP SENATE    600 FAIRMONT AVE, S#306    Sales Office (    ) PHILADELPHIA     
Product AFP-SENATE    TOWSON, MD 21286    Salesperson (    ) ANJIE BRADY     
Estimate# 346    Agency C/P1/P2/E //346    Salesperson Phone# 215-567-6005     
Buyer STEPHANIE KOHLBAUER    Flight Dates 08/22/2012 - 08/28/2012    Salesperson FAX# 215-567-5938     
Phone#    Hiatus Weeks   

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	19	M-TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	08/27-08/28	4	1	4	\$800.00	
	Buyline Comment: HAMPTON ROADS SHOW											
	20	M-TU	12P-1P	NEWS AT NOON	:30	\$300.00	08/27-08/28	2	1	2	\$600.00	
	Buyline Comment: NEWS AT NOON											
	21	M-TU	6P-630P	WAVY NEWS/NBC NEWS	:30	\$2,000.00	08/27-08/28	2	1	2	\$4,000.00	
	Buyline Comment: WAVY NEWS/NBC NEWS											
	22	M-TU	11P-1135P	WAVY NEWS	:30	\$2,000.00	08/27-08/28	2	1	2	\$4,000.00	
	Buyline Comment: WAVY NEWS											
	23	M-TU	1135P-1235A	TONITE SHOW	:30	\$500.00	08/27-08/28	2	1	2	\$1,000.00	
	Buyline Comment: TONITE SHOW											

--REPORT TOTALS--

Report Totals: 45 / \$42,500.00

--SALES MONTHLY TOTALS--

Aug 12: 32 / \$30,100.00    Sep 12: 13 / \$12,400.00  
Sales Totals: 45 / \$42,500.00  
Station Totals: 45 / \$42,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$125,000	CATV 0%	WAVY 34%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 0%	WVBT 6%	WVEC 18%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books null

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Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE